

12/15/00

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HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10002991-1

IN THE U.S. PATENT AND TRADEMARK OFFICE  
Patent Application Transmittal Letter

COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n): ☒ Utility ☐ Design  
☒ original patent application,  
☐ continuation-in-part application

JC760 U.S. PTO  
09/738199  
12/15/00

INVENTOR(S): Daniel C. Castle et al

TITLE: Method And Apparatus To Maximize Advertising Revenue

Enclosed are:

- ☒ The Declaration and Power of Attorney. ☐ signed ☒ unsigned or partially signed  
☒ 2 sheets of drawings (one set) ☐ Associate Power of Attorney  
☐ Form PTO-1449 ☐ Information Disclosure Statement and Form PTO-1449  
☐ Priority document(s) ☐ (Other) (fee \$ )

CLAIMS AS FILED BY OTHER THAN A SMALL ENTITY				
(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) TOTALS
TOTAL CLAIMS	37 — 20	17	X \$18	\$ 306
INDEPENDENT CLAIMS	6 — 3	3	X \$80	\$ 240
ANY MULTIPLE DEPENDENT CLAIMS	0		\$270	\$ 0
BASIC FEE: Design (\$320.00 ); Utility (\$710.00 )				\$ 710
TOTAL FILING FEE				\$ 1,256
OTHER FEES				\$
TOTAL CHARGES TO DEPOSIT ACCOUNT				\$ 1,256

Charge \$ 1,256 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

"Express Mail" label no. EL712573610US

Date of Deposit Dec 25, 2000

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231.

By Raymond A. Jenki  
Typed Name: Raymond A. Jenki

Respectfully submitted,

Daniel C. Castle et al

By Raymond A. Jenki

Raymond A Jenki

Attorney/Agent for Applicant(s)

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Date: Dec 15, 2000

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